

## Lecture 16

# Social Media Marketing

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# What is **Social Media Marketing** ■

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# Social Media Marketing

## Channels Types

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### Facebook Marketing

#### Purpose:

Build brand awareness, engage with customers, and drive traffic to websites.

#### Audience:

Broad demographic, including older users.

#### Features:

Facebook Ads, Groups, Pages, and Events.

#### Strategy:

Use targeted ads, share engaging content (videos, images, and articles), and interact with followers through comments and messages.

# Social Media Marketing

## Channels Types

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### Instagram Marketing

#### Purpose:

Showcase visual content, build brand identity, and engage with a younger audience.

#### Audience:

Primarily millennials and Gen Z.

#### Features:

Stories, Reels, IGTV, and Shopping Tags.

#### Strategy:

Post high-quality visuals, use hashtags, collaborate with influencers, and leverage Instagram Shopping for e-commerce.



# Social Media Marketing

## Channels Types

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### Twitter Marketing

#### **Purpose:**

Share real-time updates, engage in conversations, and provide customer support.

#### **Audience:**

News enthusiasts, professionals, and younger users.

#### **Features:**

Tweets, Threads, Hashtags, and Polls.

#### **Strategy:**

Post frequently, use trending hashtags, engage in conversations, and monitor brand mentions.

# Social Media Marketing

## Channels Types

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### YouTube Marketing

#### **Purpose:**

Share video content, tutorials, product reviews, and brand stories.

#### **Audience:**

Broad demographic, especially those interested in video content.

#### **Features:**

YouTube Ads, long videos, Shorts, and Live Streaming.

#### **Strategy:**

Create high-quality, engaging videos, optimize titles and descriptions with keywords, and collaborate with influencers.



# Social Media Marketing

## Channels Types

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### Pinterest Marketing

#### Purpose:

Drive traffic to websites through visual discovery and inspiration.

#### Audience:

Primarily women interested in DIY, fashion, home decor, and recipes.

#### Features:

Pins, Boards, and Shopping Ads.

#### Strategy:

Create visually appealing pins, use keywords in descriptions, and link pins to your website.

# Social Media Marketing

## Channels Types

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### LinkedIn Marketing

#### **Purpose:**

Build professional networks, generate B2B leads, and establish thought leadership.

#### **Audience:**

Professionals, businesses, and recruiters.

#### **Features:**

LinkedIn Ads, Articles, and Company Pages.

#### **Strategy:**

Share industry insights, post job openings, and engage with professional communities.



# Social Media Marketing

Connect  
Platforms

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# THANK YOU

Any  
Question?



 Faisal Habib